

CASE STUDY

Allergan

Diving deeper. Bringing a health care leader's brand to life.

SITUATION

As Allergan continues to experience dramatic growth and extends its global reach further into its specialty areas, how does the company tell its multi-faceted and complex story in a cohesive way?

Allergan was a mature brand recognized for its ophthalmology and BOTOX® franchises. Its successful expansion into unique specialty pharmaceuticals and medical technologies, however, was a little known story. As part of its growth strategy, the company needed to move beyond the legacy of its established products and position itself as a global leader and innovator in high-growth specialty areas.

SOLUTION

Working on Allergan's annual report, Baker seized the opportunity to translate the company's strategy into a compelling story, which laid the foundation for a new positioning. The report connected past achievements and a culture of innovation, with current business strategies and a confident vision of the future. To expand this story, Baker created a cohesive brand platform, voice and image that brought Allergan's strategy — and brand — to life. Baker helped Allergan understand that a cohesive story must tie its achievements and aspirations to its core purpose and culture consistently across all communications. In turn, this powerful story could build a powerful brand experience that connected meaningfully with others at every touchpoint. The solution was a flexible brand program that could shift in response to Allergan's evolving needs and remain relevant for years to come.

RESULTS

The new brand platform successfully addressed Allergan's reach and expansion into high-growth specialty areas, and captured the essence and winning qualities of the company and its people. The company embraced the new brand following its implementation. Employees at all levels gained a common language with which to describe — and understand — their roles within the larger context of Allergan's business and growth strategies. More importantly, the platform reinvigorated the Allergan brand internally and externally — positioning the company for continued leadership, growth and innovation.

CENTERS OF EXCELLENCE:

- Brand Strategy and Development
- Corporate and Investor Communications
- Employer Brand and Employee Engagement

ALLERGAN PROGRAM COMPONENTS:

- Brand Audit and Assessment
- Competitive Benchmarking
- Audience Insights
- Brand Positioning and Platform
- Tagline
- Messaging and Voice
- Design System
- Brand Guidelines
- Brand Photography Library
- Recruitment and HR Communications
- Corporate Literature
- Annual Reports
- Website

↓ 2005 ANNUAL REPORT

